User Manual

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Introduction

Today's deluge of information from old, new and social media, as well as from all internal sources, forces us to deal with information in new ways. Long gone are the days when just access to aggregated information was a competitive advantage. Today, it is all about how you manage to benefit from too much information that decides whether you'll be able to stay ahead of the curve.

Silobreaker Premium is the most powerful intelligence and media-monitoring product online for corporate, financial, non-profit and government agency users. Whether your focus is on competitive intelligence, early warning, risk management, media-monitoring, news search or all of the above, Silobreaker Premium keeps you in the know.

Available as SaaS (Software as a Service) in a single intuitive and secure user interface, you can define monitoring targets, trigger content aggregation, perform analyses, and display results in customized dashboards, e-mail alerts or by auto-generated reports. Silobreaker Premium enables you to:

- Set up watch lists and collaborate with colleagues
- Monitor old, new and social media content
- Upload internal content for side-by-side analysis against unstructured web content
- Track big movers in the information flow by "heat" tools and other analytics
- Save and export findings straight into 3rd party applications

Silobreaker Premium removes the limitations of traditional keyword-based queries and combines content aggregation with analytical tools and visualizations that help users improve their monitoring and discovery as well as analyze and make sense of their findings more efficiently – straightaway and across user groups.

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Difference Silobreaker.com vs. Silobreaker Premium

When migrating from Silobreaker.com to Silobreaker Premium you will discover new features and content. The main differences between Silobreaker.com and Silobreaker Premium are:

	Silobreaker.com	Silobreaker Premium
All Silobreaker.com standard content, functionality & tools.	√	√
Advertisement-free.	x	√
Additional language coverage.	x	√
Secure login through SSL-encrytion.	x	√
Times series visualisation tool	x	√
Full size visualisation pages	x	√
My Page dashboard for personalized search, monitoring and analysis.	x	√
Email-alerts from multiple dashboards.	x	√
My Lists functionality for personalized watchlists and publication filters.	x	√
Collaborative tools for sharing My Lists and My Page.	x	√
Unlimited number of dashboards, watchlists, search-agents, email-alerts and reports.	x	√
Social media real-time search (Twitter, Facebook, Google Buzz, Google Blogs).	x	√
Heat-measure for monitoring "big movers" in the media-flow.	x	√
Scrapbook-functionality for saving and analyzing content.	x	√
Export of data in RTF/HTML format to 3rd party applications.	x	√
"Follow" functionality for tracking entities or publications.	x	√
RSS and API available for content-feed to a customer's intranet.	x	√
Customer able to request/add content sources.	x	√
Customer able to add entities and keywords.	x	√
Product support and "getting started" customization.	x	√
User training and customer support	x	√
Import and index other Premium content sources (i.e. Gartner reports) and internal data.	x	√

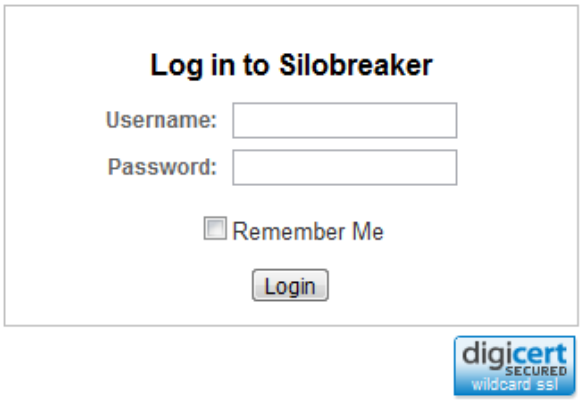
Silobreaker Premium features

The features are divided into the following chapters

- Log in & First page
- Search, discover & analysis
- Monitoring My Pages and alerts
- Premium content
- Security

Login

To access Silobreaker Premium, you need a password and a user name. Click the "**Log in**" tab on the Silobreaker home page www.silobreaker.com, enter your user name and password and click the "**Log in**" button.



The First Page

Silobreaker's First Page shows latest stories across all topics as well analytical results for the overall news flow. People, companies and other entities that are "hot" in the news are highlighted as well as visualizations of "hot spots" around the world.

The First Page is a great starting point for checking up on the latest news and offers many ways to narrow your search or for navigating to more specific areas on the site.

You can mouse-over or click on almost everything on the page, allowing you to put the search result in context, drill-down or quickly switch focus to gain higher relevance or faster insight. Just click on any name and you'll go directly to that name's 360-page, which then becomes the new focal point.

FBI goes after Anonymous for pro-WikiLeaks DDoS attacks
Protests escalate as Egypt vanishes from the Internet
ElBaradei hindrades av polls
Old guard in cabinet purge
Remembering Challenger 25 years later; where were you?
Flights to Bali cancelled as volcano erupts
Volcanic lightning pictured as Mount Shinmoedake volcano in Japan erupts
Silicone Breast Implants and Saline Breast Implants Pose Risk of Rare Blood Cancer, Says

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Search, discover & analysis

The whole philosophy behind Silobreaker is to move away from the traditional keyword based search query which generates page after page of headline results and forces the user into a loop of continually adjusting the query to find relevance and context. We see the keyword-based query as a possible entry point; followed by graphical search results which enable the user to discover, navigate and drill down further, without having to type in new keywords. It would be difficult to imagine managing numerical data without the use of descriptive graphical representations. Silobreaker believes that the same principle applies to handle vast quantities of textual data – descriptive graphical representations are not a luxury, but a necessity when trying to digest the vast quantities of information and data currently seen in today's world.

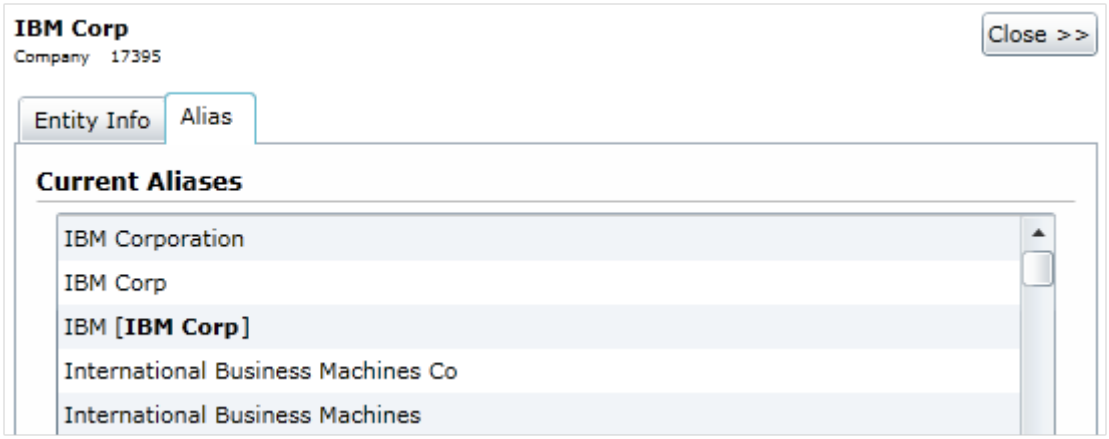
Traditional search engines require you to accurately pinpoint your search. In many instances, you need to be an expert in your field to take to full advantage of the information in databases and unstructured text. The Silobreaker technology allows the novice to become an expert, and the expert to become a discoverer. Silobreakers technology quickly moves the user closer to the many possible "**answers**" by doing much of the searching and groundwork for them - freeing up time for analysis and qualified decision-making.

Entities

"**Entity**" or "**entities**" is a central concept of the Silobreaker search and visualization technology. An "**entity**" is a person, city, country or similar, and Silobreaker is entity focused because human knowledge is "**entity**" focused. "**Entities**" are used by the Silobreaker technology to bring structure and extract knowledge from unstructured data, like text in news articles.

"**Entities**" are linked to articles in Silobreaker because they are mentioned in such articles. Silobreaker finds these "**entities**" and understands how they relate to each other in the news flow. This is how Silobreaker is able to serve up its search results in so many different ways – and across content types - enabling you to navigate and analyse without the need for keyword-based queries. "**Entities**" are also referred to with different names: IBM and International Business Machines all refer to the same company; the Silobreaker results are based on many different spellings and aliases for each "**entity**", rather than just a single search-word.

Entity definition of IBM Corp in Silobreaker



There are several millions of defined "**entities**" in the Silobreaker Premium database. The administration tool for "**entity**" definitions are not generally available for users of Silobreaker Premium and thus managed by Silobreaker. As part of becoming a Silobreaker Premium customer,

Silobreaker works together with the customer to ensure all required "**entities**" of interest are defined in the system with the right aliases and conditions for contextual search.

Benefits of "Entities"

- Simplifies your search. Instead of typing long search phrases with different spelling combinations, you define the search string once and the use the defined "**entity**".
- Simplifies your use of "**filters**". Instead of typing long filter phrases with different spelling combinations, you define the "**filter**" once and the use the defined "**entity**".
- The "**Entities**" feature improves the analysis, mapping data to objects and giving life to visualization models.

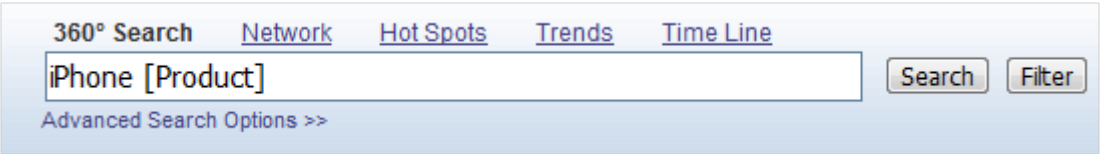
All content is also classified after Silobreaker's Topics, such as "**Solar Power**" or "**Terrorism**". All documents do not need to mention the name of a topic in order to be linked to it. Silobreaker extracts the general understanding of the document from the "**entities**" in it and links it accordingly to its topics-structure.

In Silobreaker you can easily find the defined "**entity**". It is all the words with an "**[entity type]**" that pop up in the auto suggestion box.

Search & discover

Searching in Silobreaker is done from the "**search-box**" at the top of any page. Search results are divided into five main categories which have been customized to allow the user to decide how he would like to view the result; either as list of text documents or different visualizations:

- 360° Search
- Network
- Hot Spots
- Trends
- Timeline



Simple Search

Type in one or several search terms separated by space in the "**search-box**", click "**Search"** and a new search is performed and presented on the current page. The result is based on documents and results matching all keywords that you entered.

Automatic Suggestions

While you're typing your keywords, you'll notice that Silobreaker automatically provides you with "**Entity**" suggestions in a list just below the "**search-box**". Choose one of the "**entities**" to find what you're looking for faster and more accurately.

Working with filters

"**Filter**" (or Drill-Down), is a "**search within search**" functionality that enables you to find even better contextual relevance or reduce your search result to a more manageable amount of content. Click the "**Filter**" button to filter what you're currently seeing on the page and narrow down your focus.

You can "**filter**" your search result on any topic, term or "**entity**" you think is suitable, by either clicking on the "**drill-down icon**" next to an entity in the "**In Focus**"-box or the right column of your result page or by typing in the "**filter term**" in the "**search box**" and clicking on the "**Filter-button**" (next to the Search-button).

Whenever you have "**filtered**" a page in any way (by using the search-box or by drilling down) you will see that there is a yellow "**filter box**" at the top of the page. This shows the "**current applied filter**", which is used to narrow down all content and analytical results for that page. You can easily remove the "**filter**" by clicking on the small "**close-symbol**" in the "**filter box**".

More Search Options

- If you already know what type of "**Entity**" you are looking for, such as a person, a place or a company, you can prefix your search-term with the type: "**Person: Barack Obama** or **Barack Obama [Person]**". The "**entity**" types include: person, company, organization, keyphrase, product, city, country, topic, site, industry and publication.
- If you would like to search for a phrase, put quotation marks around your search terms – example: "**wireless network**".
- Using Boolean expressions: You can use the operators "**AND, OR** and **NOT"** to create more advanced queries.
- You can also search or "**filter**" a current page to only include results from a certain Publication by typing – "**Publication: New York Times** or **New York Times [Publication]".**
- If you would like to search for words that appear close to each other in the text, put quotation marks around your search terms and add the **symbol "~"** followed by the number of allowed middle words that you want to allow. The search for **"George Bush"~2** will then

results in documents containing "**George Bush**", "**George Walker Bush**" or "**George Herbert Walker Bush**".

- You can also group search expressions between Boolean operators by using parentheses – "**Barack Obama and smoking and not ("smoking gun ").**

Entity search

If you would like to use a defined "**entity**" for your search, start typing the name in the "**search"** or "**filter box**" and use the suggestions presented by the auto complete function. The auto complete function presents the "**entities**" according to content volume. You can also type in "**entities**" manually in your search or "**filter box**". For manual "**entries**" use the following format:

For example:

```
person:Bill Clinton
company:Microsoft Corporation
organization:Greenpeace International
keyphrase:emission
product:twinrix
city:London
country:France
topic:merger & acquisitions
industry:Media & Advertising
publication:New York Times
```

Free text search and phrases

If no "**entity**" defined matches your search or filter need, you can use any type of word and/or combination of words in the same way which you currently use the search function in a regular "**Google type**" search engine. The search engine supports all Boolean expressions.

For example:

```
"new contract" OR partnership
```

You can also combine the use of defined "**entities**" and free text search

```
person:Bill Clinton AND partnership
```

Common Boolean operators

AND Both parts of the search expression must be included in the result of the search.

```
smoke AND oil
```

You can also type "**AND"** expressions using the enter key:

```
smoke oil
```

OR One of the search expressions must be included in the result of the search.

```
environment OR climate
```

NOT Excludes all articles including defined keywords.

```
smoke AND NOT oil
```

Silobreaker specific search operators:

FROM Presents the information written by a specific person, organization or publication.

Example:

```
FROM Country:United Kingdom
```

"**Filter**" the search to include only documents published from news sites in the United Kingdom

```
FROM Person:Bill Clinton or FROM Organisation:Clinton Global Initiative
```

This search will present blogs or Twitter from Bill Clinton or the organization Clinton Global Initiative. For the "**from**" feature to work properly, all included blogs, Twitter accounts etc. must be "**mapped**" to an "**Entity**". This service is included in the Silobreaker Premium subscription. As a user, you supply the list of influencers and their blogs and twitter addresses to your Silobreaker contact sales rep, who will "**map**" the information to the right "**Entity**".

list: Provides information about one or more of your entities defined in a watch list, defined in "**My List**" (see the "**My List**" section of this user guide for additional information on this function).

Example:

```
list:My Competitors
```

Using the search wizard, you can click a drop down menu to see your defined "**My Lists**."

doclang: Filter the search to a specific language.

Example:

```
doclang:swedish OR doclang:german
```

doctype: Filter the search to a specific document types. The document types are Article (News), Special Report, Blog, Press Release, Audio/Video and/or Fact Sheet

Example:

```
doctype:Article OR doctype:Blog
doctype:Press Release
```

fromdate: Presents only information that was published after a defined date.

Example:

`fromdate:2010-05-01 (Format (YYYY-MM-DD))`

Presents only information that was published after 2010-05-01

`fromdate:-24h`

Presents only information that was published the last 24 hours

`fromdate:-15`

Presents only information that was published the last 15 days

todate: Presents only information that was published before a defined date.

Example:

`todate:2010-05-01 (Format (YYYY-MM-DD))`

Combined search phrases

You can also combine the different search expressions to create sophisticated search strings. These can also be grouped using parenthesis.

`Person:Barack Obama AND smoking AND NOT (“smoking gun”)`

Searches for articles about Barack Obama and smoking, but shall exclude articles including the expression ”smoking gun”.

`FROM list:My Competitors`

Presents the information written by one or many “**entities**” defined in a My List. A prerequisite is that, for the “**from list**” feature to work properly, all included blogs, Twitter accounts etc. must be “**mapped**” to an “**Entity**”. This is a service included in the subscription for all Silobreaker Premium customers. As a user, you supply the list of influencers and their blogs- and twitter addresses to your Silobreaker contact sales rep who will map the information to the right “**Entity**”.

`Person:Carl Bildt AND doclang:Swedish`

Searches for information about the politician Carl Bildt in Swedish articles and documents.

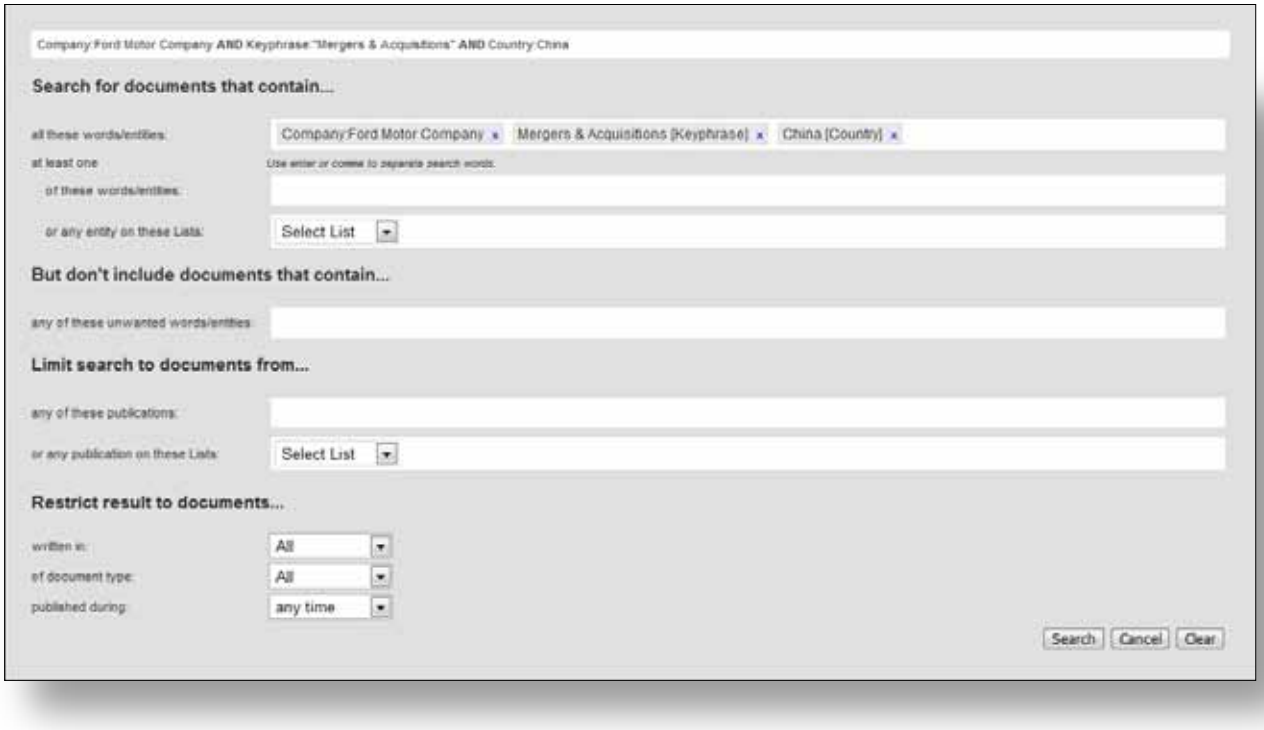
`fromdate:2010-05-01 todate:2010-07-01`

Presents only information that was published in between a defined time period.

Whenever you have “**filtered**” a page in any way, you will see a “**yellow filter box**” at the top of the page. This shows the current “**applied filter**”, which is used to narrow down all content and analytical results for that page.

Advanced Search Wizard

You can access more advanced search options by clicking the "**Advanced Search"** link just below the "**search box**". Using this tool you can "**filter**" you search based on content type, source and date range etc.



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360° Search result

The "**360-page**", which is one of the most central pages in Silobreaker, provides you with a full search result around your search term, a person, a company, an industry or any other type of "**Entity**". The "**360-page**" shows the latest news, blogs and selected multi-media content, as well as Silobreaker's analytical tools - all in one single page.

What's on the page?

The wide left column displays the latest news, blogs and selected multi-media content relevant to your search. The "**analytics-column**" to the right provides several contextual views of the search result. At the top of the page, you'll find a short summary and an image of the "**entity**" when available; many of the "**entities**" will also have an included link to a fact-sheet, providing a short background and history.

How is the result generated?

The "**360-page**" results are either based on structured data directly linked to the given "**entity**" (such as fact-sheets for people or geographic maps for cities), or they are based on all documents linked to the given "**entity**", which is the case for "**latest stories**".

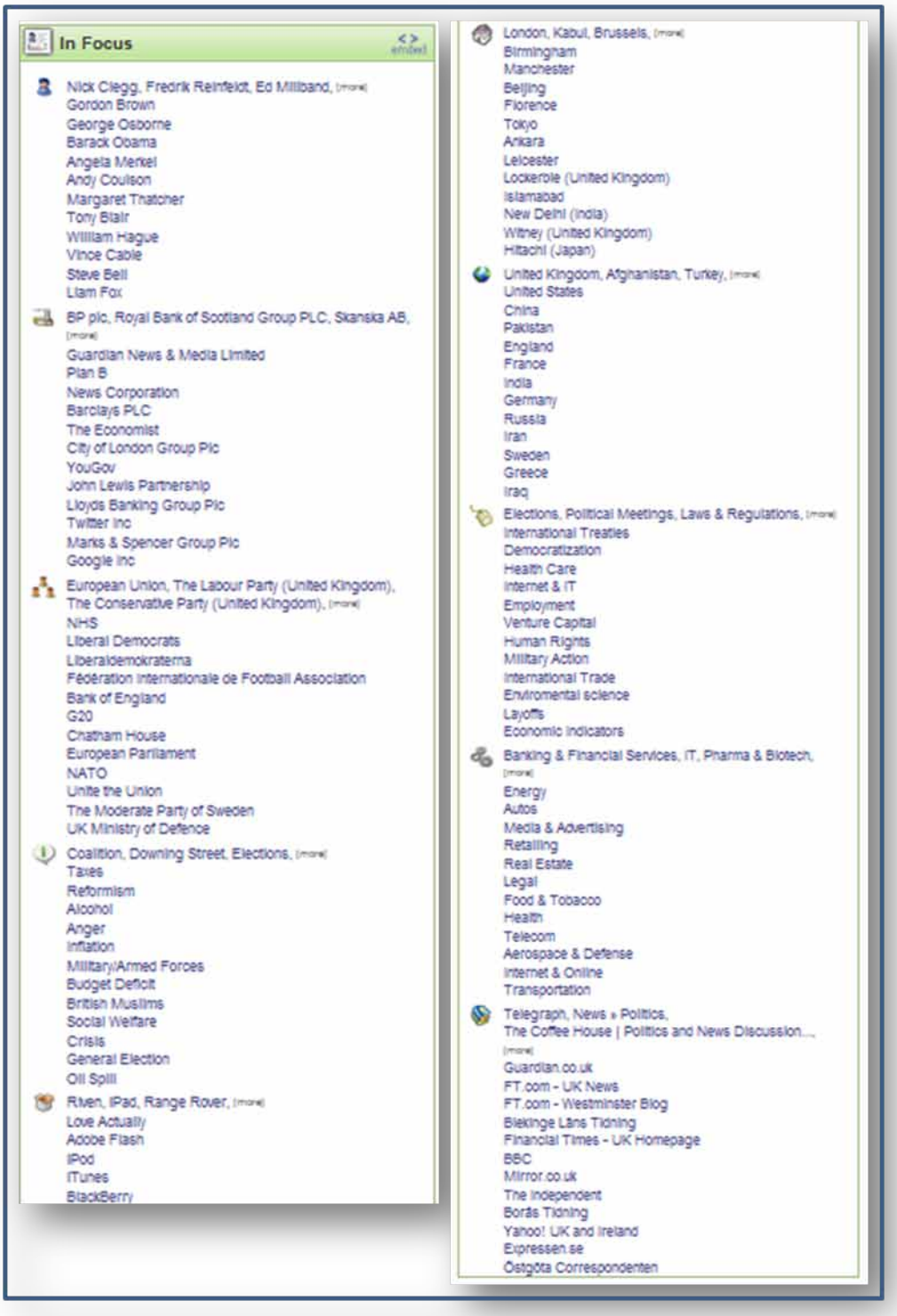
Silobreaker also looks at the importance of an "**entity**" in text when it generates the result. For example, the "**Top Stories**" list will prioritize stories where the "**entity**" is mentioned very frequently.

Using "In Focus text mining" for better discovery.

The "**In Focus text mining box**" is one of the discovery tools you can use to more efficiently discover and find information when using the "**360-page**". For every search you do, the "**In Focus text mining**" widget will display the most frequent persons, companies, organizations, key phrases, topics, products, places, countries and publications mentioned in your search result.

For example, searching for David Cameron will give you several thousand articles. By extracting the "**In Focus**" widget you will get a quick understanding what these articles are about, who is involved, who has written about David Cameron and what geographical locations are interesting in relationship to David Cameron. Whenever you add a new "**filter**" on top of your search or change the search criteria, the "**In Focus box**" will change accordingly; analyzing the articles based on your search "**filters**".

Extracted In Focus widget when searching for David Cameron [Person]



You can also "**filter**" the information by hovering over the "**In Focus**" box and click the "**filter**" icon.

In Focus
embed
Nick Clegg, Fredrik Reinfeldt, Ed Miliband, [more]
Gordon Brown
George Osborne
Barack Obama
Andy Coulson
Angela Merkel
William Hague
Margaret Thatcher
Tony Blair
Steve Bell
Vince Cab
Liam Fox
Liam Fox (Person)
Liam Fox
Title: Secretary of State for Defence
Organization: The Conservative Party (United Kingdom)
Date Of Birth: 1961-09-22
Place Of Birth: East Kilbride (United Kingdom)
Nationality: United Kingdom
Fact Sheet: Biography for Liam Fox
In Context
British Defence Secretary Liam Fox has warned that Iran could develop nuclear weapons of mass destruction as early as next year. ANI
[AndhraNews.net - Feb 01 2011]
list
Latest Stories
Germany and Italy 'failed to deliver' [Defence Management - 2 hours ago]
Iran Could Have Nuke by Next Year [NewsMax.com - 21 hours ago]
Australia concerned over spate of PNG carjackings [ABC Radio Australia News - Feb 03 2011]
Iranian parliament delivers rebuke to Ahmadinejad [International Christian Embassy Jerusalem - Feb 02 2011]
MPs reprimand leaky ministers [Yahoo! UK and Ireland - Feb 02 2011]

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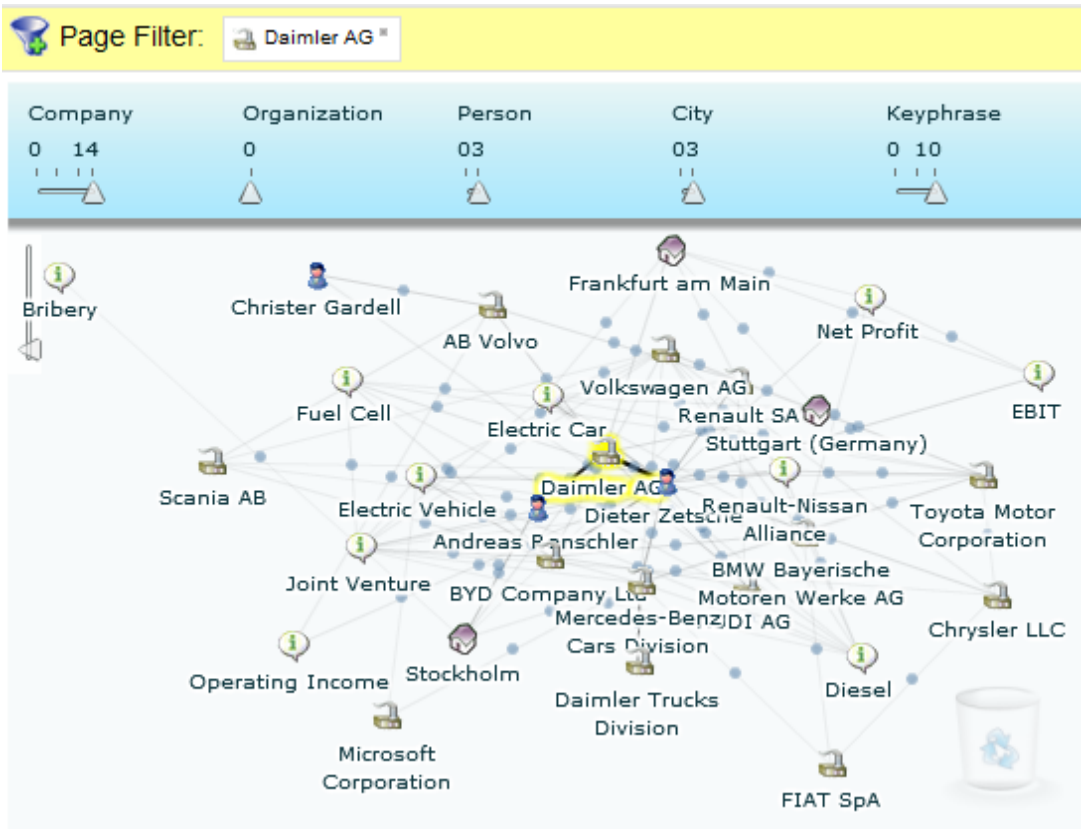
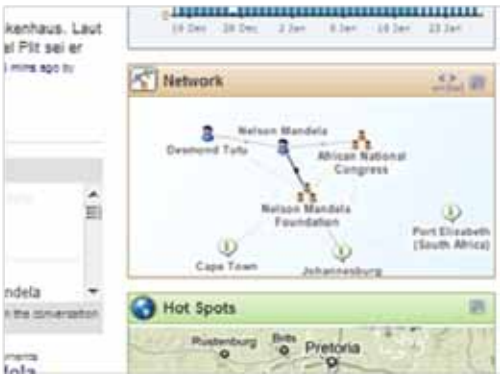
The Network Page

The "**Network Page**" finds things in the search result for you – people, organizations, topics, places and keywords; understands how they relate to each other in the news and displays these connections in an interactive "**network**". This enables you to explore and see beyond your original focus.



You access the "**network**" but enter your "**search phrase"** in the "**search box**" at the top and press "**Network**" or click on the "**network widget**" in the "**360 page**".

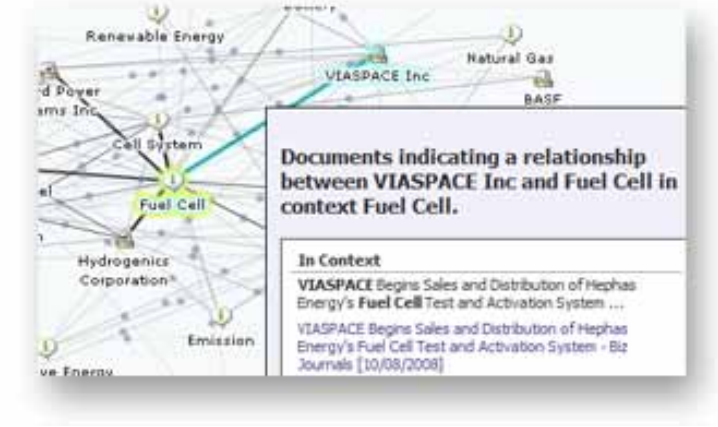


The "**network**" shows "**entities**" as small icons and "**relationships**" as connecting lines between the different "**entities**". Strong "**relationships**" are displayed with stronger connections and "**entities**" with common "**relationships**" are visually grouped together. The sliders above the "**network**" can be used to change the composition of "**entity types**" in the "**network**".

The right hand side shows "**related entities**", which allows you to "**filter the network**" on a certain topic. At the bottom you'll see '**related documents and quotes**".

Interacting with the Network

By hovering with the mouse over an "**entity name**", a "**pop-up**" appears that shows how the name fits in contextually with your search. By hovering over a "**midpoint**" of any "**relationship**", you will see how the connection fits in and a list of documents showing the "**evidence**" for that connection.


Renewable Energy
VIASPACE Inc
Natural Gas
BASF
Cell System
Fuel Cell
Hydrogenics Corporation
Emission
Documents indicating a relationship between VIASPACE Inc and Fuel Cell in context Fuel Cell.
In Context
VIASPACE Begins Sales and Distribution of Hephas Energy's Fuel Cell Test and Activation System ...
VIASPACE Begins Sales and Distribution of Hephas Energy's Fuel Cell Test and Activation System - Biz Journals [10/08/2008]

Any unwanted "**entities**" can be "**dragged**" and "**thrown away**" in the "**trash can**" which is located in the lower right corner. This allows you to remove already known "**relationships**" and "**entities**" that you want to exclude from your analysis.

How is the result generated?

A key aspect of the "**network**" is that nothing is manually configured or structured beforehand. "**Networks**" are generated on the fly when you make a query and will change dynamically over time as new documents are being published and imported into the system.

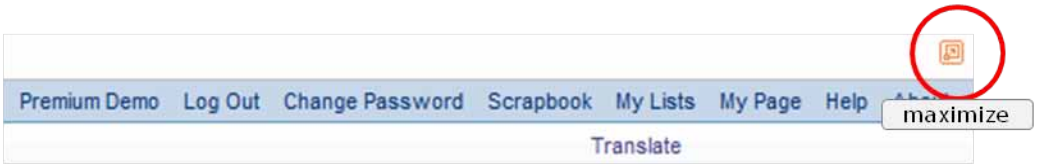
The "**network**" is generated in two steps: First, the "**search query**" is used to extract the most relevant "**entities**" from the documents matching the "**search**". Secondly, the documents are "**analyzed**" to identify links between these "**entities**".

"**Network links**" are based on co-occurrence in documents. If two "**entities**" are mentioned in the same paragraph it's an indication, or "**evidence**", that they in some sense are related. Each connection in the "**network**" is based on such "**evidence**". The "**evidence**" is extracted from all the documents related to the "**network search**". Once a "**filter**" has been applied, then only documents matching that "**filter**" are used for the analysis.

The "**Network Pages**" shows a maximum of 30 "**entities**" in the same "**network**" and is based on frequency. If your "**drag**" one "**entity**", displayed in the "**network**", to the "**trash can**" the "**Network Page**" will use new "**entities**", if available with less frequency.

Full Size Visualization

When using the "**network**" page, "**times series**" and other "**visualizations**" pages you can use the maximize icon to increase the work area.



Click on the "**maximize icon**" in the upper right corner and the "**visualization**" will use the full screen.

To get back to "**normal page layout**", click on the same icon again

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The Hot Spots Page

"**Hot Spots**" Search provides "**geo-mapping**" of news events and displays global or local "**hot spots**" for any topic which has been selected.

The size of the "**hot spot**" indicates the size of the news story in terms of "**document volume**" and the intensity of the red color shows how recent the story is.

Interacting with the Map

By hovering with the mouse over a "**hot spot**", you will see a "**popup**" displaying a link to the story that generated the "**hot spot**", click on it for further analysis.

The map is interactive, which means that you can "**pan and zoom**" in the map by "**dragging**" with the mouse or by using the "**slider**" on your left hand side or by using the mouse wheel.

You can always "**change focus**" of the "**Hot Spots**" page by "**filtering**" on a certain topic. If you "**filter**" the page on a geographical area, such as a country, the map will zoom in on that specific country.

How is the result generated?

Silobreaker has access to a geographical database of almost 300,000 places, including local names and geographical coordinates. This database is used to link documents to geographical areas whenever a document mentions a place or a city.

When a "**hot-spot search**" is performed, Silobreaker searches for stories that are highly geographically oriented, i.e. stories where geographic names have a high relevance.

Only stories based on at least three documents are considered, so for example, a story reported by only two publications will not generate a "**hot spot**".

For each story found, the most important place is "**extracted**" and is used to pinpoint the "**hot spot**" on the map. This means that if the story mentions two different places, the "**hot spot**" will be placed on the most important one.

If a country is added to the "**filter**", the "**hot-spot search**" will only consider stories that are located within that country.

The Trends Page

With the "**Trends Page**" you can compare people, companies or products to see who or what attracts most media attention based on mentions in the news. Essentially, it enables you to gauge trends from what the aggregate press corps is writing about.

If you go to the "**Trend Page**" by doing a "**Trend Search**" for an "**entity**", you'll see that Silobreaker automatically suggests two other related "**entities**" of the same type for comparison in the chart. However, you can easily replace the suggestions by either selecting from other suggested names related to your search or by using the "**Add**" functionality.

Please note: once you have selected the entities you have to press the "**Refresh**" button to update the chart.

If you want to see the "**share of voice**" within a certain topic, you can always add a "**filter**" to the "**Trend Page**".

How is the result generated?

The chart shows the relative share of mentions in the news between the selected "**entities**" (Y-axis) and the overall article volume in which the "**entities**" are mentioned.

If a "**filter**" is added to the "**Trend Page**", then the relative share of mentions is calculated based on documents matching the current "**filter**".

The Time Series Page

A "**time series**" is a useful way to visualize, analyze and present changes or events that occur over periods of time. The Silobreaker "**Time Series Page**" allows users to view news, blogs and other data sources on a browsable, graphical timeline where the search results are presented chronologically.

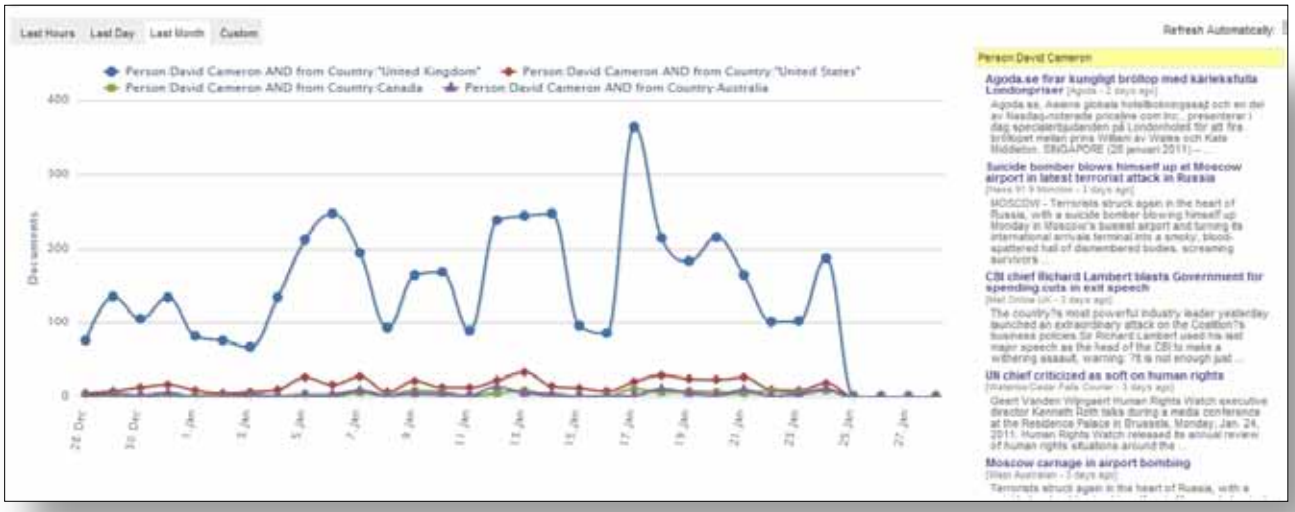
The "**Time Series"** allows the user to split the chronologically presented result on different sorting criteria, such as;

- **Source Country**: Define your search and split the graph per country where the information was published from.

- **Publication:** Define your search and split the information per publication.

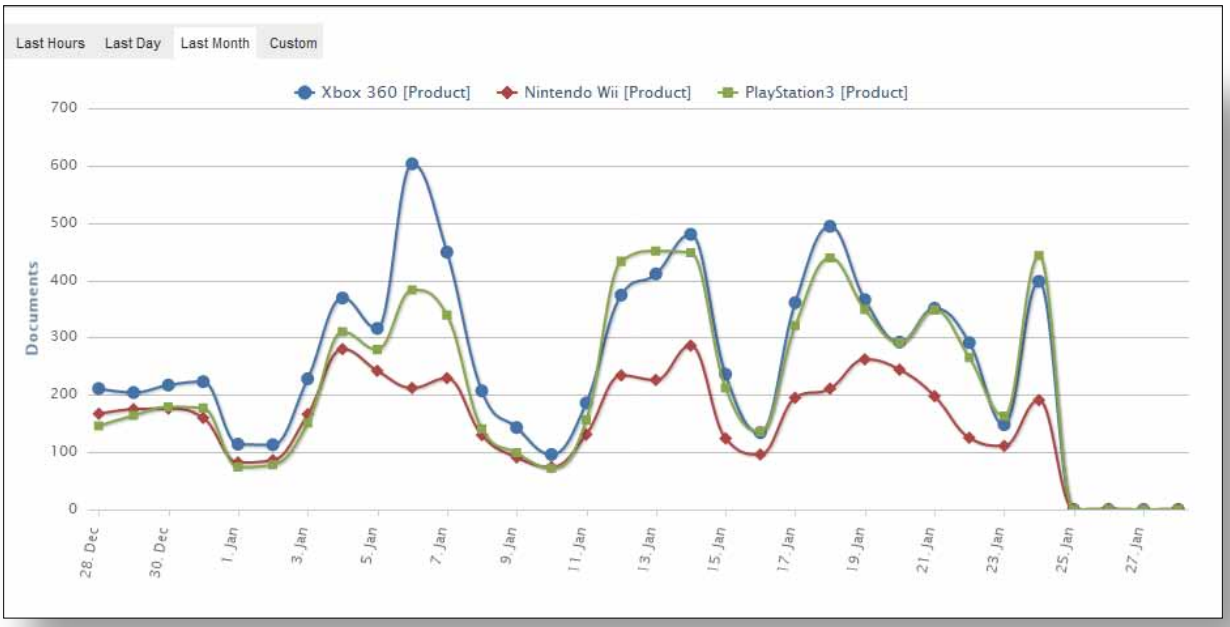
- **Document Type**: Define your search and split the information per document type, news articles, blogs press releases etc.

If a "**filter**" is added to the "**Time Line Page**", then the relative share of mentions is calculated based on documents matching the current "**filter**".


Last Hours
Last Day
Last Month
Custom
Refresh Automatically
Person David Cameron AND from Country:"United Kingdom"
Person David Cameron AND from Country:"United States"
Person David Cameron AND from Country:Canada
Person David Cameron AND from Country:Australia
Documents
400
300
200
100
0
Person David Cameron
Agoda.se firar kungligt bröllop med karlekstuta
Suicide bomber blows himself up at Moscow airport in latest terrorist attack in Russia
CBI chief Richard Lambert blasts Government for spending cuts in exit speech
UN chief criticized as soft on human rights
Moscow carnage in airport bombing

By clicking on a dot in the graph, the specific news articles etc. creating the position of the dot will be displayed in the news list.

The "**Time Series Page**" can also be use to present a "**time line graph**" of different objects, not relating to a general search phrase.



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Monitoring agents and E-mail alerts

My Page

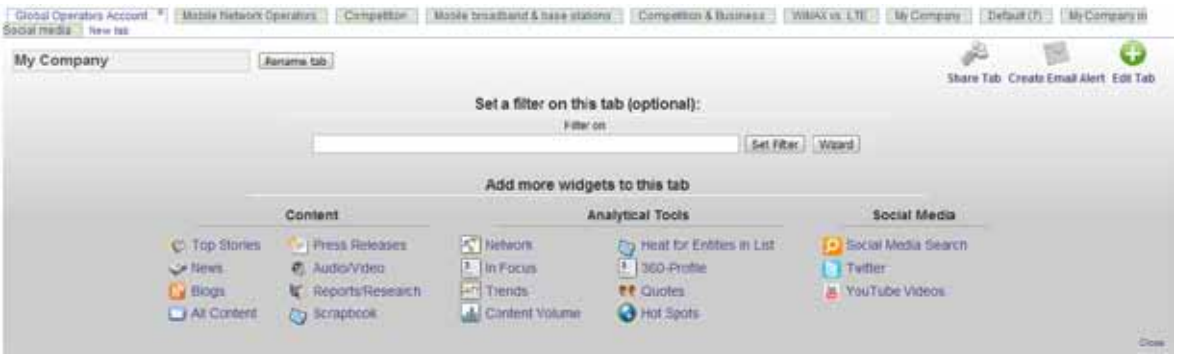
"**My Page**" enables you to design your own Silobreaker pages. You can mix and match between the tools and features as well as "**drag and drop**" the "**widgets**" to personalize the layout. Once you're done, you can create a unique URL, by clicking on "**Share My Page with others**", and make your "**My Page**" available to colleagues. The same "**My Page**" tab will be created for any user who clicks on and activates the unique URL.

You find "**My Page**" in the upper right corner of Silobreaker.

As a premium customer, you are given your own branded "**My Page**" which may be easily customized by selecting among the following "**widgets**": Top stories, News, Blogs, Reports/research, Audio/video, All content, Network, Hot spots, Trends, Content Volume, Quotes, 360 profile, You Tube videos Twitter, Social media search and In Focus.

You can create multiple "**My Page**" tabs, adapted for monitoring your specific areas of interest. For example; you may choose to monitor your brand in press and social media, your competition's movements, industry trends, suppliers, key customers, prospects, key influencers, government and authorities.

Create a new tab in My Page



For each widget a "**filter**" is set up, defining what information the widget shall display. When defining a "**filter**" you can choose between using ready defined "**Entities**" and/or free key word search phrases. If you want to form combinations of different search phrases, "**entities**", Watch lists and use the "**AND**", "**OR**", or "**NOT**" functions, you can use the "**Wizard**" to set up complex "**filters**". All "**filters**" are editable, allowing you to open an already defined "**filter**" and change the settings.

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Choose between the following Widgets:

Top stories:

Shows the major news relating to your "**filter set up**" based on algorithms relating to that "**filter set up**". When using the "**Top stories widget**" you can choose to display the top 4, 6, 12 or 17 news stories.

News:

Shows all "**news**" relating to your "**filter set up**". You can configure the "**widget**" to display 5, 10, 20 or 40 news articles within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a heading & teaser or just a heading plus show or hide duplicates.

Blogs:

Shows all "**blogs**" relating to your "**filter set up**". Configure the "**widget**" to display 5, 10, 20 or 40 "**blogs**" within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a heading & teaser or just a heading plus show or hide duplicates.

Press releases:

Shows all "**press releases**" relating to your "**filter set up**". Configure the "**widget**" to display 5, 10, 20 or 40 "**press releases**" within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a "**heading & teaser**" or just a "**heading**" plus show or hide duplicates.

Report/research:

Shows all "**reports & research**" relating to your "**filter set up**". You can configure the "**widget**" to display 5, 10, 20 or 40 reports within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display "**heading & teaser**" or just "**heading**" plus show or hide duplicates.

Audio/video:

Shows all "**audio & video**" relating to your "**filter set up**". Configure the "**widget**" to display 5, 10, 20 or 40 "**Audio/video**" within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially

thereafter. The system allows you to choose to display "**heading & teaser**" or just "**heading**" plus show or hide duplicates.

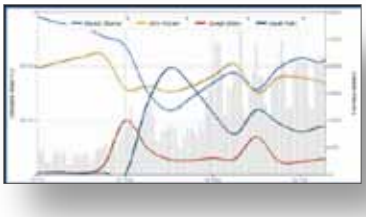
All content: Shows all "**news**", "**blogs**", "**press releases**", "**research & reports**", "**audio & video**" in one "**widget**", relating to you "**filter set up**". Configure the "**widget**" to display 5, 10, 20 or 40 documents within the same "**widget**". The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display "**heading & teaser"** or just "**heading**" plus show or hide duplicates.

Network: Visualizes relationships or associations found in your search result in real-time; understands how they relate to each other in the news and displays these connections in an interactive "**network**". By hovering over the midpoint of any relationship you can easily see the articles that explain the association.

Hot spots: Provides geo-mapping of news events and displays global or local "**hot spots**" for any topic that you have selected within your search.

Trends: Compare people, companies or products to see who or what attracts most media attention based on mentions in the news.

Note: When using the "**Trend"** widget, by default, a "**page filter**" will be included. If you wish to compare two companies such as Ford vs. GM, do not use a "**page filter** " unless you wish to "**filter**" the "**trend** " widget for a specific topic such as mergers & acquistions.



Content Volume: Shows the number of documents (articles, blogs and audio & video) that you have selected within your search.

Heat for Entities in List: Shows your entities in a heat sorted list. The "**Heat**" indicates whether the amount of documents, during the last day or week, relating to your search is higher or lower than average. "**Heat**" is useful in tracking big

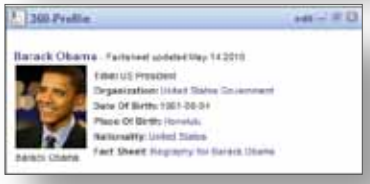
movers in the news. The "**heat**" widget does not take any consideration to defined "**page filters**" and is based on all news articles linked to the "**entities**"

Quotes:

Auto-extracts "**quotes**" from the information flow, either by or about the "**Entity**" in question.

360 profile:

"**Profile**" widget of chosen Person, set up as an "**entity**".



Twitter:

Shows all "**Tweets**"relating to your "**filter set up**"

Social media search:

Shows "**social media**" relating to you "**filter set up**" from Twitter, Google Blog search, Google Buzz and Facebook.

In Focus:

"**In Focus**" highlights the people, companies, organizations, key phrases, products, cities, countries, topics, industries and publications that are most frequently mentioned in relation to your search.

YouTube videos:

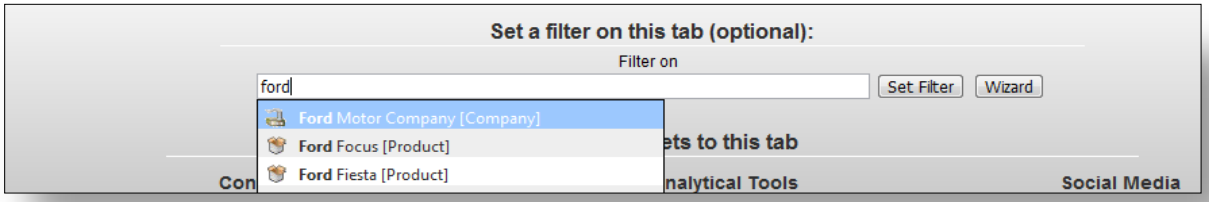
Shows all "**YouTube videos**" relating to you "**filter set up**".

Time Serie:

"**Time Serie**" widgets with auto refresh capabilities. Split the graph according to your choice.

General filter for the entire tab

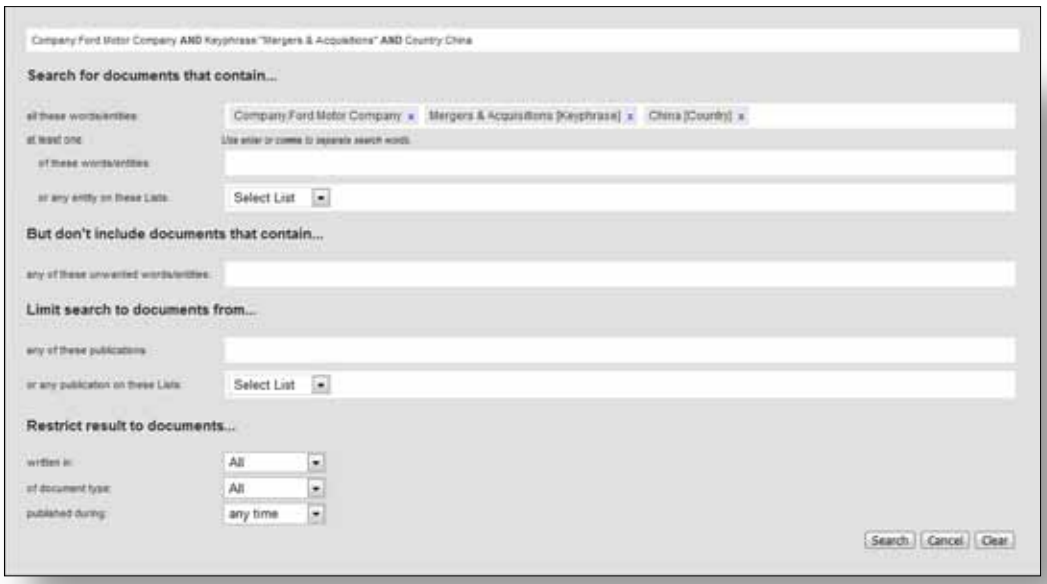
When setting up a new "**My Page**" tab, you can create "**general"** and/or **"specific page filters**" for each widget. A "**general page filter**" is very useful when creating a page where you want all the widgets to use the same "**filter**", for example your company name.



While typing your keywords (i.e. Ford), Silobreaker automatically provides you with "**Entity**" suggestions in a list, just below the "**search-box**". Choose one of the "**entities**" to find what you're looking for faster, with more accurate search results or use a free text keyword, then click "**Set Filter"**.

After clicking the "**Filter button**", your "**filter**" is displayed in a yellow box.

Use the "**Wizard**" button if you would like to create a "**filter**" with combinations of many "**entities**" and key search words. For example; you want your "**My Page**" tab to display information about Mergers & Acquisitions relating to Ford Motor Company in China. Click on the "**Wizard**" button to create your "**Filter**". If no defined "**entities**" are available for your search, you may enter any word(s) and press "**enter"**.



You can also "**filter**" on publications. For example; if you wish to see what The New York Times writes about Ford and Mergers & Acquisitions, type your publication of choice in the "**publication search box**" as follows: **publication:New York Times**, click "**enter"** and then click "**search**".

The "**wizard**" is editable. This means that you can open the "**Wizard**" in a later stage and edit your Filter. For example; adding words that should not be included in your search.

Setting up Widgets

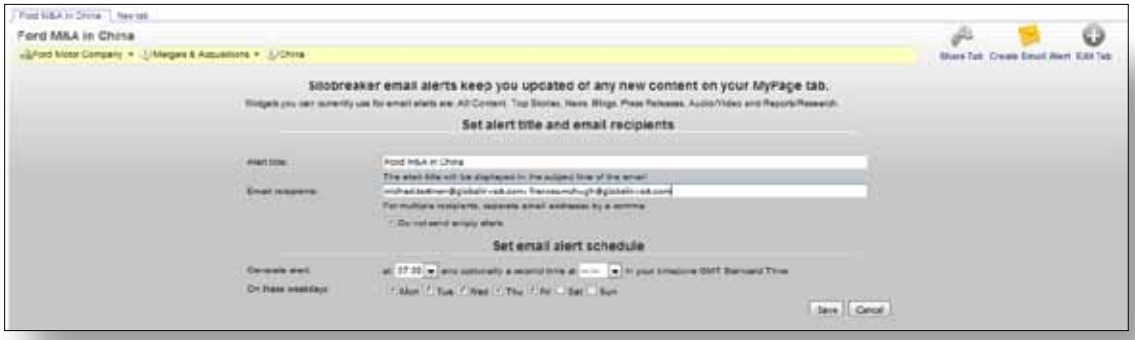
When done setting a "**My Page Tab filters**" (if used). You can start building your dashboard using the "**widgets**" of choice.

Simply click on the "**widget"** icon in the Set up menu, wait until the "**widget**" appears on the dashboard and move the "**widget**" in one of the three columns using drag and drop. If you have no need to further filter the specific "**widget**", click on "**save"** in the "**widget's**" upper right corner.

Multiple "**widgets**" can be set up using "**different filters**" or by adding more "**specific filters**" to one "**widget**" on top of the "**general page filter**". The "**filter set up**" is done after clicking the "**widget"** icon according to the same principles as the "**general page filter**".

Setting up an E-mail Alert for a My Page

The "**My Page**" dashboard will provide you with a set of tools to find, read and analyze the information which matches your "**defined filter**". As a user you can also set up an "**E-mail Alert"** for the page. For example, you may set up an alert which shows all the latest news within your search, delivered to your email as a report every morning at 08:00.


Ford M&A in China
silobreaker email alerts keep you updated of any new content on your MyPage tab.
Set alert title and email recipients
Set email alert schedule

To set up an "**Email Alert"**:

- Click on the "**Create Email Alert"** icon in the upper right corner.
- Enter the recipients email addresses you wish to send the report to.
- Set the delivery time and days you wish to receive the reports.

  Note: If you would like to receive just a weekly report, mark only one day in the check box.
- After defining the recipients and delivery options, click "**save**."

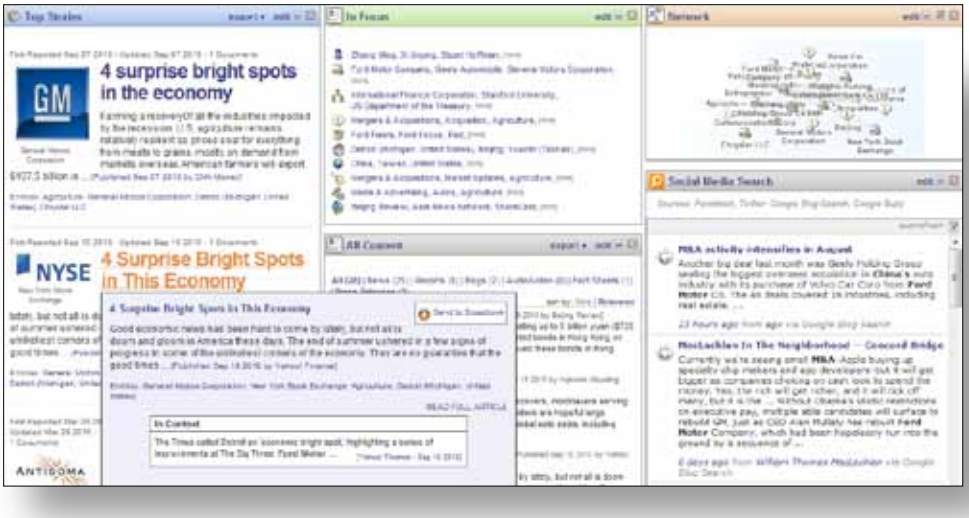
The report will be delivered via e-mail in an html format presenting you with the latest incoming news representing the last report from your "**My Page**" dashboard.

To remove an "**Email Alert"** or add recipients, click on the icon (now called "**Modify Email Alert"**) again, click delete "**Email Alert"** or add more recipients. You may also change delivery options and click "**save**." An "**Email Alert**" sample is shown below.

By clicking on the header, the user will be directed directly to the original source and article.

Using the dashboard

When you hoover the mouse over a "**heading**" or "**entity**", a pop up window will display additional information about the article. If you would like to read the entire article, click on "**Read full article**".



Changing headings for a widget

If you wish to rename a "**widget**", click on the "**heading**", type in the desired description and click "**OK**."

ries Ford M&A in China
OK
export
edit
4 surprise bright spots in the economy
Farming a recoveryOf all the industries impacted by the recession, U.S. agriculture remains

Searching within widgets

If you are looking for specific information relating to your "**My Page**" set up, you can search within the "**filters**".

For example: if you would like to search for articles about the Prime minister of China within your Page, "Ford and Mergers & Acquisitions in China" without changing your permanent "**filters**", simply, add your search key phrase in the general search box, use the "**free text key phrase**" or a ready defined "**Entity**" and click "**Filter**."

The resulting display will show only, the information within your "**widgets**" and will only display the information you are looking for, as represented in the example, "Ford and Mergers & Acquisitions in China" and articles including the "Chinese Prime minster, Wen Jiabao."

Creating widgets with multiple search phrases and entities

If you have many "**entities**" you would like to include in one "**widget**", you can also use "**My List**" to set up "**watch lists**" instead of typing in very long search phrases.

Scrapbook

The "**scrapbook**" is used for analyzing and reading articles in a separate page. You may select the articles to send to the "**scrapbook**" by hovering the mouse over an article's heading. When the pop up window appears, click on the "**send to scrapbook**" icon.

Little good will come from airlines' merger
Chinese acquisitions may reach record high
Chinese acquisitions may reach record high
Send to Scrapbook
Classify Article
With the strong economic growth in China and Chinese companies' continual pursuit of technology in energy and manufacturing industries, mergers and acquisitions of Chinese companies may break a record high this year The data from Thomson Reuters showed ...
READ FULL ARTICLE
All Content
edit

To open the "**scrapbook**" in a separate page, click on the "**scrapbook text**" in the top menu or click on the icon if the "**scrapbook widget**" has previously been added to your page.

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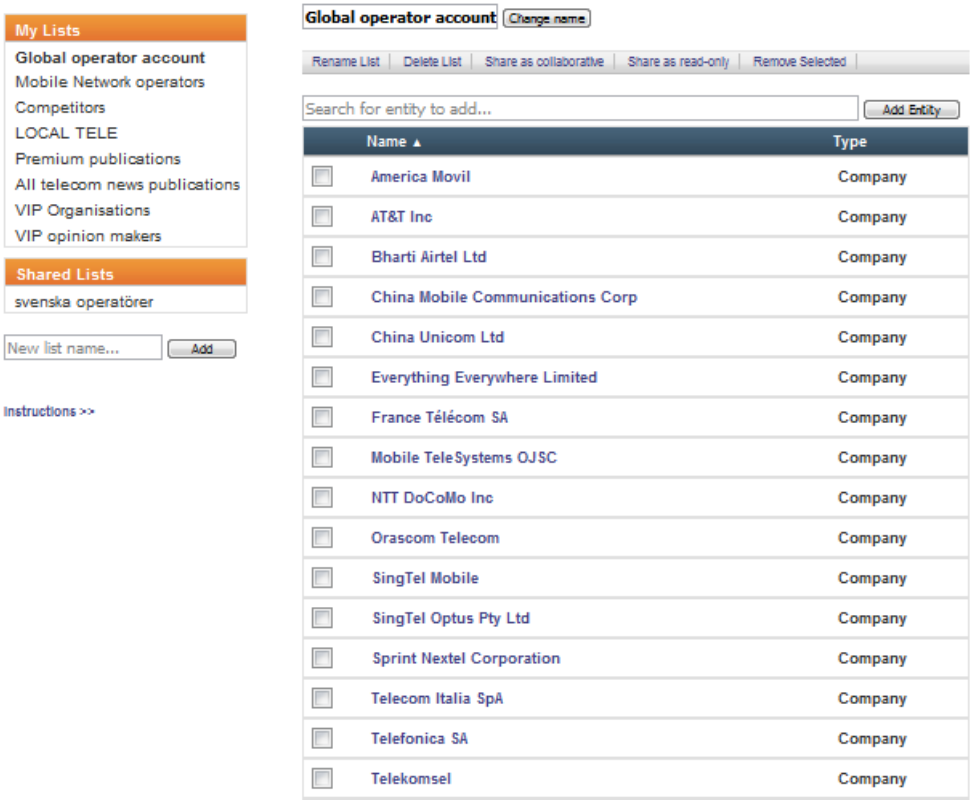
Create "My List"

Click on "**My List**" in the top menu bar to set up monitoring lists. In "**My List**" you can define different groups of "**entities**". For example: "my competitor", "key influencers", etc.

A "**My List**" can include: people, companies, organizations, key phrases, products, cities, countries, topics, industries and publications



Your "**list**" may be shared with colleagues in either a "**read only**" mode, where other can use the "**list**", but not edit or as a "**collaborative list**", where your colleagues can add entities to the "**list**" which will also update your "**list**".

Adding new entities to "My List"

To add new "**entities**" using "**My List**", first type the word you are looking for, then select the suggested "**Entity**" and click "**Add Entity**". You can also include an "**Entity**" when using the regular search page in Silobreaker.

For example: you find an interesting "**Entity**" in an article you are reading. By clicking on the name, a "**360 page**" will open with all relating documents to this "**Entity**". By clicking on the "**List**" icon under the "**Entity**" name, you can automatically add this "**Entity**" to one or more of your lists. To accomplish this, click on the "**List**" icon, mark the list that should include this "**Entity**" and click on the "**List**" icon again.

Setting up "FROM and ABOUT" to Follow Your Influencers in a New Way

All organizations have different "**influencers**". These can be politicians, authorities or influential organizations, think tanks, bloggers, management executives or it can be specific publications. Silobreaker allows you to not only see what media is writing about your "**influencers**", but to also see what your "**influencers**" are writing themselves in Twitter feeds, blogs etc.

To set up this feature, follow the steps listed below:

Create a list of your "**influencers**" in "**My List**". Go to "**My page**" and start a new tab.

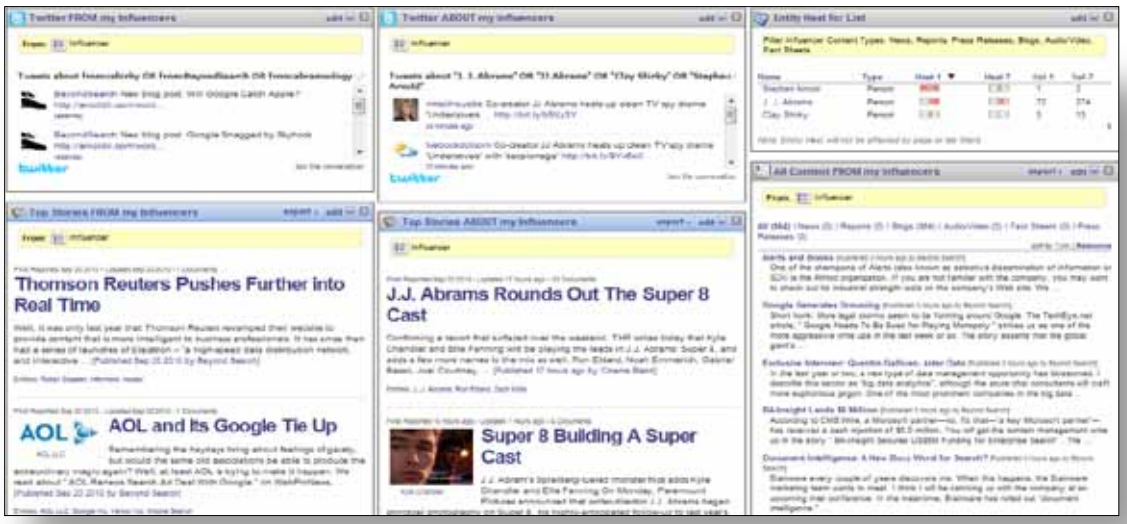
Create widgets with information FROM your "influencers":

Type as a filter, **from list:name of the list** (for example, from list:Influencer) and you will receive all feeds written by your "**influencers**".

Create widgets with information ABOUT your influencers:

Type as a filter, **list:name of the list** (for example, list:Influencer) and you will receive all news, blog press releases etc "**ABOUT**" your "**influencers**".

Note: For the "**From list**" feature to work properly, all included blogs, twitter accounts etc., must be mapped to an "**Entity**". This service is included in the subscription for all Silobreaker Premium customers. As a user, you must supply the list of "**influencers**" and their blogs- and twitter addresses to your Silobreaker contact sales rep who will then map the information to the right "**Entity**".


Thomson Reuters Pushes Further into Real Time
AOL and its Google Tie Up
J.J. Abrams Rounds Out The Super 8 Cast
Super 8 Building A Super Cast

Export content to other applications

If you would like to "**export**" the information, from a "**content widget**" to other applications you can use the "**export function**".

For example, you would like to "**export the documents**" to Microsoft Word in order to develop a management report or a newsletter.

Follow the steps below:

Click in the "**export"** text at the top right corner of the widget. Choose the "**format of the export**" (currently Silobreaker supports RTF and HTML export formats).

Note. As a Premium user we can only "**export**" the heading and teaser including the links to the original source. In cases where you have included a premium source with full text rights, The Silobreaker tool will display full text articles and full text export.

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Content

With Silobreaker Premium you choose the "**content**". As a default, any Silobreaker Premium user will have access to "**default content sources**" provided in the Silobreaker Premium service. In the Premium service we have a default "**content database**" of approx 35.000 sources. These are primarily news sites, larger corporate news sites and larger blogs in English, German and Swedish. These sources are included in the subscription. For blogs we can as an additional service include (and index) all blogs that contains, by you decided selected key words. Thus, a total blog coverage for selected areas. RSS, for sites offering RSS feeds, we can add these to the system and included in the subscriptions fee you can request 200 RSS feed to be added to the system per year.

For social media, we offer, included in the price, a "**meta search**" of Google Buzz, Twitter, Facebook and Google Blogs. A "**meta search**" means that that the information is presented in the system but not indexed or saved. For video we currently import content from You Tube.

Adding Premium Content

In addition you can choose to import and index other "**Premium content**" sources and internal data. The search, monitoring, analytical visualizations and e-mail alerts will work in the same way for "**Premium content**" as for open source content. This means that purchased analytical reports will be alerted to different subscribers, if relevant for their work, instead of having to search for information stored within the company. The "**Premium content**" is only available for users with premium account right access**.** Each user can be defined for which content he or she can have access to. This means that not all users within the same organization must have the access to the same information.

Example of Premium Information sources are:

Premium external data

Factiva Dow Jones, Nexis Lexis, Hoovers, ProQuest , SITE Intelligence, Forrester, Frost and Sullivan, Thomson Reuters, Gartner, Standard & Poors, Strategy Analytics, Industry subscription newsletters, etc.

Internal data

Silobreaker premium can also include internal data, such as word documents, PDF documents, excel, etc.

Import Formats

Silobreaker has vast experience in the integration of multiple and different content resources, through various interface and use a very flexible XML format:

- Any format that can be converted to XML can be imported
- Ships with conversion support for TXT, Office formats (DOC(x), PPT(x), XLS(x), OpenOffice formats, PDF
- Other formats build to order

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Security

When you access our site using industry standard Secure Socket Layer (SSL) technology, your information is protected using both server authentication and data encryption, ensuring that your data is safe, secure, and available only to registered users in your organization. Your data will be completely inaccessible to your competitors.

Silobreaker provides each user in your organization with a unique user name and password that must be entered each time a user logs on.